



Corporate Social Values in Action

January - March 2023

Sunrise Breakfast

The Royal Manitoba Winter Fair occurred at the Keystone Centre in Brandon from March 27 to April 1, with Sunrise Credit Union sponsoring the Sunrise Breakfast again this year. Sunrise began sponsoring the official kickoff event of the Royal Manitoba Winter Fair in 2015, with more than 1,000 people attending this year. It has been an excellent fit for our organization because, like the Provincial Exhibition of Manitoba organizers and volunteers, we are a local team that puts you and your community first. The RMWF showcases agriculture and links urban and rural communities through education and awareness, fostering economic enhancement, entertainment, and

community pride. The link between agriculture, rural Manitoba, and community is why Sunrise Credit Union is happy with its association with the Provincial Exhibition of Manitoba and the Royal Manitoba Winter Fair. Those are the things our two organizations both value.

Waskada Park 2.0

The Waskada Park is undergoing upgrades, including new washroom facilities. The Waskada branch of Sunrise Credit Union supported the project with a \$2,500 donation, which included \$500 from staff through the Friday Jeans Day donations. Waskada Park has a campground and RV site, a unique six-hole golf course with artificial greens, a baseball diamond, and a scenic walk along Waskada Creek.

Sunrise Out and About

Sunrise Credit Union's HR Department members promoted career opportunities with our organization during the University of Manitoba's Annual Career Fair on January 17-18. The Career Fair is co-hosted by the U-of-M Career Services and the Asper School of Business Career Development Centre. The 2023 event was the first time in three years that the U-of-M Career Fair was held, with more than 100 exhibitors participating and over 2,800 students and alumni attending.



Staff also attended the Brandon University Winter Career Fair on January 25, answered questions, and discussed opportunities with Sunrise.



In addition to the Career Fairs at the U-of-M and BU, the staff of the Reston branch attended the RM of Pipestone Job Fair and Career Expo at Reston School on March 15. There was a great turnout with lots of questions and conversations about careers in the southwest area including those at Sunrise Credit Union.

Sunrise Credit Union was a platinum sponsor and was in-person at the Manitoba Beef Producer's 44th AGM and Tradeshow from February 1-3. The event was at the Victoria Inn Hotel and Convention Centre in Winnipeg, with branch managers Stacey Bruneau and Danielle Davies attending on behalf of Sunrise to discuss the industry and rates with producers, directors, and MBP staff and hand out promo items.

The free Boissevain Minor Hockey Breakfast Club takes place Wednesdays from 7:30 to 8:30 a.m. at the Boissevain Arena. The

Breakfast Club provides a structured program for youth focusing on hockey skills and development, followed by a complimentary breakfast. The Boissevain branch sponsored the January 18 edition, with staff also serving breakfast.

Boissevain staff attended the Boissevain Science Fair on March 2. While in attendance, the team judged projects from Grades 1-8, with some winners moving on to compete at the Western Manitoba Science Fair at Brandon University on April 11. Sunrise Credit Union also provides sponsorship for the WMSF.



Sunrise Front and Center at CurlManitoba Events

Sunrise Credit Union continued its partnership with CurlManitoba early in 2023 by being a title sponsor of live video streaming from major provincial championships. Sunrise was prominent in the online coverage of the Telus Junior Men's and Women's Provincial Championship in Portage, the Scotties Women's Championship in East St. Paul, and the Viterra Men's Championship in Neepawa.



Stick It to Cancer

March 15 marked the return of the annual Stick It to Cancer event in the Reston Rec Plex. The 7th annual event included supper and a game. Admission was by donation, and other fundraising endeavors took place throughout the evening, including raffles, a hat pool, and a 50/50. All proceeds from the event went to the Canadian Breast Cancer Foundation. This year's Stick It to Cancer event raised \$3,434.50, pushing the seven-year total to just under \$23,000.

Westman Youth for Christ Tower Garden Growing System

Sunrise Credit Union sponsored the purchase of a Tower Garden Flex Growing System for the U-Turn residence in Brandon. The system allows individuals to grow vegetables, herbs, fruits, and flowers. It includes seeds, a growing medium, liquid nutrients, and a pH tester/balancing kit. The donation of nearly \$1,400 will help U-Turn with a continuous supply of quality fresh herbs and vegetables to feed the community.

System Sponsorships

Sunrise Credit Union committed to contributing \$4,500 annually over the next three years (\$13,500 total) to the Children's Hospital Foundation of Manitoba as part of a system sponsorship. The Foundation is dedicated to ensuring that every child treated at HSC Winnipeg Children's Hospital has the best care and experience possible. In addition, Sunrise Credit Union has committed \$1,600 annually over the next five years (\$8,000 total) to the Manitoba Forage and Grassland Association and \$500 to the 2023 Manitoba 55-Plus Games as part of a system sponsorship.



Fraud Prevention Month Initiatives

March was Fraud Prevention Month, and Sunrise Credit Union reminded our members about the importance of being safe through various initiatives. We posted tips and videos about Fraud Prevention on our social media channels and Branch TV network. At the same time, several Fraud Prevention articles appeared in community newspapers during the month. Promoted tips include not sending personal, credit card, or online account details via email, text, or phone, not oversharing on social media, and being aware of unusual or irregular email requests.

Sponsorships/Donations

ORGANIZATION	DONATION
13th Annual TMSPHA Local History Seminar	\$500
Argyle Drop-in Centre	\$500
Brandon Chamber of Commerce Superwoman Conference 4.0	\$500
District 5M13 Lions Convention	\$250
Ducks Unlimited	\$250
Grand Valley Local Louis Riel Day Fun Family Celebration	Prize
Hockey Manitoba U11 Rural B Championship	\$300
Hockey Manitoba U11 Rural C Championship	\$500
Lions Club Journey for Sight	\$500
Lions Foundation of MB & NW Ontario Gala	\$250
Manitoba High School Rodeo Association	\$500
McCreary Ladies Curling Bonspiel	\$500
Melita & Area Lions Club	\$2,500
Melita Minor Hockey	\$500
Minto Curling Bonspiel	Prizes
Municipality of Louise Aquatic Centre	\$1,000
Paper Hearts Campaign (Boston Pizza) Jeans Day Donations	\$500
Pierson Parent Advisory Council (PAC)	\$200
Rural Tournament of Champions U13	\$200
Shoal Lake Curling Club Scoreboard Ad	\$315
Skate the Lake	\$600
Ste. Rose Fastpitch	\$330
Strathclair Drama Club	\$100
Terrick Curling Team	\$250
United Way Westman Lip Sync Battle	\$250
Westlake Community Centre Ranchers Bash	\$250
Westman Edge Hockey	\$500
YWCA - Women of Distinction Awards	\$1,000